

**Downtown Community Improvement District
Executive Committee Meeting
Tuesday, June 6th, 2022
11 S 10th Street**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Van Hawxby
Aric Jarvis
Deb Rust
Mike McClung
Lara Pieper

Guests

None

Absent

Kenny Greene

Approval of Agenda

Aric made a motion to approve the agenda at 3:30 pm. Lara seconded - all in favor.

Recycling Removal

The City has asked us if they should remove the recycling bins from behind Tellers/Bluestem and replacing them with trash bins. Nickie has been in contact with the affected businesses and will be setting up a time for the businesses to chat with solid waste. Nickie noted that Bluestem will often use boxes from that recycling bin to ship their online orders, and they noticed that most of the addresses on boxes are not downtown addresses.

Letter to City Regarding Safety

Nickie reminded the committee of previous discussions regarding recommendations we would like to make to the City regarding public safety - removing the allowance of camping at Wabash, more police presence, etc.

Want to make sure the letter is written in a way that shows support for the unsheltered population and the businesses that have been negatively affected by the camping ordinance. Mike recommended asking the Trapp's at AAAChange on how to word the letter. Aric mentioned that more hotel guests have brought up feeling unsafe downtown. Would like to have the letter complete by the full board meeting next week. Chatted some more about what the City's proposed plan for Winter might look like. Committee asked Nickie to include a date we would like to see changes made by.

June Board Agenda Creation

- **Budget FY 23**
- **FUSUS Presentation**
- **Media Buy FY 23** - combining with the full budget vote
- **Board Seat Vote** - Aric asked for the applicants to be invited to the Board Meeting so they can have face-to-face time with the Board before the vote.
- **Presentation from Local Motion**

Member, Staff, and Public Comment

None

Adjournment

Mike made a motion to adjourn the meeting at 3:44 pm. Lara seconded the motion. All in favor.

**Downtown Community Improvement District
Board of Directors Meeting
Tuesday, June 14th, 2022
Zoom + 11 S 10th Street**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Sarah Johnson
Kenny Greene
Heather McGee
Aric Jarvis
Van Hawxby
Camellia Cosgray
Mikel Fields
Deb Rust
Dani Little
Lara Pieper
Russell Boyt

Guests

Jack Howard - FUSUS
Tom Mendenhall
Lawrence Simonson
Nikolas Wood
Officer Gooch
Officer Wright
Lisa Driscoll Hawxby
Carol Rhodes
Charles Bruce
Dave Parmley
Barb Jefferson
Sydney - KOMU
Bob Hull
Melissa McGowan

Officer Andersen
Richard Burns
Betsey Peterson
Mike Nolan
Jack - The Missourian
Nickie Evans - HEWN Law
Karl Skala

Absent

Rachael Norden
Kathy Murphy
Mike McClung

Approval of Agenda

Van made a motion to approve the agenda at 3:33 pm. Camellia seconded. All approved.

Approval of Minutes

Van made a motion to approve the minutes. Camellia seconded. All approved.

Approval of Financials

Lara walked the board through the financial report. At 101% of sales tax and property assessment collected - finished collecting for the year. Aric made a motion to approve the financial report. Deb seconded. All in favor.

Police Report

Officer Wright went over the police report. High volume of calls being directed to CPD and to his cell phone. Reminded the board to call 311 and 911 on weekends instead of the downtown officer's cell phones. He is gathering some crime statistics for us. Will be stationing more foot patrol officers downtown on Friday and Saturday nights. Sarah asked about the camera audit - Officer Wright did not have all the information, but knows not all of their downtown cameras are currently operational.

City Report

Carol reminded the board that public health and human services are conducting a survey for public input on how to spend the ARPA funding.

REDI Report

Lisa filled the board in on some updates at the airport - boarding bridges and furnishings are arriving soon. Show-Me Careers is teaching educators about the trade industry - has been experiencing great success with the program. A new Minority Business Coordinator has been hired. He's currently working on a supplier diversity program. Brought up the revolving loan fund for small business owners.

CVB Report

Amy was out, but Kenny let everyone know that Missouri was ranked as the 16th most fun state in the US.

New Business

- Vacant Board Set

- Applicants introduced themselves to the board. Board conducted a vote via roll call.

- FUSUS Presentation

- Jack Howard from FUSUS introduced himself and his company to the board. FUSUS is a real-time crime center platform that partners with law enforcement agencies of all sizes. FUSUS integrates with any data source (camera) they have permission to access. They do not use facial recognition - their AI is object-based. It is an enhancement of existing resources, so instead of officers going door to door to gather footage, they can access the footage within seconds and with advanced searching metrics (specific cars, objects the suspect is known to have, etc). Reiterated that this system is permission-based - businesses can remove and grant permission at will. Permission can be situational (only after 10 pm, only external cameras, only if something happens, etc) They do not use the public's cameras. Only CPD and private business-owned cameras. There is an option to receive text alerts and emergency communications - CPD can receive tips and send out alerts from/to the public via text. Jack then went through a demo of Minneapolis' FUSUS system for the Board. Went through the setup process using Atlanta as an example. Let the board know FUSUS has also been

speaking with Columbia Public Schools and MU PD as well as CPD. Sarah asked a question about how the cameras can prevent crime unless they are being consistently monitored - he gave an example of recurring crime. If an issue is known to occur at a specific timeframe, CPD can spot-check it during that timeframe. Reiterated that the subject-finding AI is object-based - cars, bags, bicycles, etc. Cannot search for human characteristics like race or hair color. A community member asked how CPD can access the software on the job. 911 can access the footage as well as patrol officers, the chief, dispatch, etc. Dave Parmley asked a question about the blue lights on cameras St.Louis installed - was not comfortable providing an opinion. In his experience, reaction to the blue lights depends on the community (Chicago hated them, Atlanta loves them). Jack billed the software as a recruitment and retention tool for police departments. Confirmed they follow all of the FBI's data encryption and privacy requirements for police departments. Confirmed that the camera owner still owns the footage and their server. They only retain data for about 3 days - but the exact policy is up to CPD. Nickie asked a question about the rollout process and public education on the system. Jack spoke on FUSUS connect - their full-time community outreach team that focuses entirely on educating the public on the software. Their team will have as many meetings with the public as necessary/possible. FUSUS has been operating in Cities since about 2018. Aric asked about challenges cities who have paid for the software face - Jack said the biggest challenge is keeping up with technology - making sure the software works with as many camera systems as possible (new and old).

- **Local Motion Presentation**

- Lawrence Simonson introduced himself, Local Motion, and their mission to the board.

Old Business

- **Letter to City Re: Safety**

- Nickie would like to push it back one more city council meeting to gather more information and format this letter in a way that represents both our businesses and our unsheltered population

in a fair light. Nickie asked the board for contacts to gain a balanced perspective when writing the letter.

- **Budget FY 23**

- Kathy walked the board through the proposed FY 23 budget. Aric asked Kathy to break down the cost of a District-wide gift card. Start-up cost in the first year and then a consistent price in the following years. Confirmed that the FUSUS line item was a contingency item - the grants are separate (one for cameras and one for the piece to connect into the fusus system. Aric made a motion to approve the FY 23 budget. Russell seconded. All in favor.

Committee Reports

- **Operations**

- Discussed alleyway walk. Taking a deeper dive into dumpster locations. Reviewed camera system to prep for this meeting with FUSUS. Also talked about the newspaper stands downtown and who is responsible for their maintenance.

- **Economic Development**

- Discussed budget. Having issues finding doors for our alley gallery doors. Mike interjected that the Blue Note would be interested in adding artwork on their doors or partnering with them on a larger mural. Discussed district buy program for gift cards. Polishing minority business grant and hoping to reopen it in the fall.

- **Marketing**

- Had the all-day media buy presentation and then made their selections for the 2023 media buy.

- **Gateway**

- Did not meet. Finalizing the donor plaque.

DLC Report

- Nickie spoke at DLC and it was good.

Parking Commission

- Still going to address changing of meter times. Informed the board that they will be repainting the parking spaces on Broadway from On the Rocks to Field House (aprox).

Staff Report**- Project Reports**

- It's Restaurant Week. Reminded Board to participate.

Staff, Board, and Public Comment**- None**

Deb made a motion to adjourn at 5:03 pm. Sarah seconded the motion.
Approved.

**Downtown Community Improvement District
Operations Committee Meeting
Thursday, June 16th, 2022
11 S 10th Street**

Canceled due to lack of quorum.

**Downtown Community Improvement District
Economic Development Committee Meeting
Tuesday, June 21st, 2022
11 S 10th Street**

Canceled due to lack of quorum.

**Downtown Community Improvement District
Marketing Committee Meeting
Tuesday, June 28th, 2022
11 S 10th Street**

Present

Kathy Becker - CID
Hannah Bilau - CID
Nickie Davis - CID
Deb Rust
Christina Kelley
Dani Little
Kenny Greene
Sarah Johnson

Guests

Matt Bear

Absent

Mark Shellstrop

Approval of Agenda

Kenny motioned to approve Christina seconded

Marketing Review

Hannah went over the past month's marketing analytics.

Holiday Update

- **Horse Drawn Carriage**
 - Close to finalizing the contract with a horse-drawn wagon provider. In talks with COMO Picnics to decorate the pick-up drop-off area.
- **Ice Rink**
 - Nickie has been meeting with companies that make pop-up ice rinks - more expensive than we thought but still would like to pursue it. Nickie is meeting with parks and rec to determine a

location and figure out a size to get a more solid price quote.
Hoping to partner with parks and rec for maintenance and cost.

Restaurant Week Review

Went really well. Nickie thinks it went better than the restaurants expected - we ran out of passports. Server competition really kicked it up a notch. Deb shared her experience from the week and ideas on how to scale up.

Drinks in The District

Coming up July 11th. The Atrium is having a 1-night special event during the week. Only need 1 stamp to submit the passport - every other stamp is an extra entry. Doing a server comp as well. Going to move to stickers instead of stamps to reduce costs once we run out.

Dog Days Sidewalk Sale

Coming up weekend of July 28th.

Wellness Weekend

Brooke should have a copy of the graphics done soon. Shooting for Sept 22-24th. Nickie has been in touch with yoga studios. Trying to do a yoga class at flat branch park. Going to bring in the farmers market on Sunday and have the red cross and brown bag review set up booths. Kenny's tai chi group doing a demonstration as well. Planning to make a bingo card or doing a fitness challenge.

Roots N Blues Partnership

Use to have a "district business" area at the park during the fest. They are interested in doing it again - but would be at a cost. Nickie asked the committee their thoughts. The festival didn't give us a price range for what it would be. Thought about having just a general District booth with flyers, promotions, and gift card giveaways. Deb asked if we could invite Tracey or Shea to a meeting.

Member, Staff, & Public Comment

None

Sarah made a motion to adjourn at 4:17 pm. Christina seconded. Approved

